

WHAT IS CLAIMED IS:

1. A method for modifying enhanced programming for an interactive television system, the method comprising:

5 intercepting a first trigger at a cable operator facility, the first trigger
being embedded in a television broadcast;
replacing the first trigger with a second trigger; and
sending the second trigger to the interactive television system with
the television broadcast.

10 2. The method of claim 1, wherein the first trigger comprises a
first link to a first set of enhanced content.

3. The method of claim 2, wherein replacing the first trigger with
a second trigger comprises:
replacing the first link with a second link to a second set of
enhanced content.

15 4. The method of claim 3, wherein the first and second links
comprise uniform resource locators (URLs).

5. The method of claim 1, wherein the first trigger comprises a first message.

6. The method of claim 5, wherein replacing comprises:
substituting a second message for the first message.

5 7. The method of claim 1, wherein the first trigger relates to enhanced content for a first language and the second trigger relates to enhanced content for a second language.

8. The method of claim 1, wherein the first trigger relates to enhanced content for a first geographic location and the second trigger relates to
10 enhanced content for a second geographic location.

9. The method of claim 1, wherein the first trigger relates to enhanced content for a first ethnicity and the second trigger relates to enhanced content for a second ethnicity.

10 10. The method of claim 1, wherein the first trigger relates to enhanced content for a first religion and the second trigger relates to enhanced content for a second religion.

11. The method of claim 1, wherein the first trigger relates to content of a national interest and the second trigger relates to content of a local interest.

20 12. The method of claim 1, wherein the second trigger contains directed advertising related to the first trigger.

13. The method of claim 1, wherein the first trigger is embedded into the television broadcast by one selected from a group consisting of a producer, a broadcast network, a studio, and a cable operator.

14. The method of claim 1, wherein the second trigger is
5 identical to the first trigger.

15. The method of claim 1, wherein the second trigger comprises at least a portion of the first trigger.

16. The method of claim 15, wherein the portion is a URL.

17. The method of claim 15, wherein the second trigger further
10 comprises supplemental enhanced content appended to the first trigger and wherein the second trigger is configured to provide a choice between enhanced content and supplemental enhanced content for display on the interactive television system.

18. A method for blocking access to selected enhanced content
15 during a television broadcast, the method comprising:

intercepting a first trigger at a cable operator facility, the first trigger being embedded in a television broadcast;

removing the first trigger from the television broadcast; and

20 sending the television broadcast to an interactive television system of a customer.

19. A system for modifying enhanced programming for an interactive television system, the method comprising:

a trigger interception component configured to intercept a first trigger at a cable operator facility, the first trigger being embedded in a television broadcast; and

a trigger replacement component configured to replace the first trigger with a second trigger sending the second trigger to the interactive television system with the television broadcast.

20. The system of claim 19, wherein the first trigger comprises a first link to a first set of enhanced content.

21. The system of claim 20, wherein the second trigger comprises a second link to a second set of enhanced content.

22. The system of claim 21, wherein the first and second links comprise uniform resource locators (URLs).

23. The system of claim 19, wherein the first trigger comprises a first message.

24. The system of claim 23, further comprising:
a trigger modification component configured to substitute a second message for the first message.

25. The system of claim 19, wherein the first trigger relates to enhanced content for a first language and the second trigger relates to enhanced content for a second language.

26. The system of claim 19, wherein the first trigger relates to enhanced content for a first geographic location and the second trigger relates to enhanced content for a second geographic location.

27. The system of claim 19, wherein the first trigger relates to enhanced content for a first ethnicity and the second trigger relates to enhanced content for a second ethnicity.

28. The system of claim 19, wherein the first trigger relates to enhanced content for a first religion and the second trigger relates to enhanced content for a second religion.

29. The system of claim 19, wherein the first trigger relates to content of a national interest and the second trigger relates to content of a local interest.

30. The system of claim 19, wherein the second trigger contains directed advertising related to the first trigger.

31. The system of claim 19, wherein the first trigger is embedded into the television broadcast by one selected from a group consisting of a producer, a broadcast network, a studio, and a cable operator.

32. The system of claim 19, wherein the second trigger is identical to the first trigger.

33. The system of claim 19, wherein the second trigger comprises at least a portion of the first trigger.

34. The system of claim 33, wherein the portion is a URL.

35. The system of claim 33, wherein the second trigger further comprises supplemental enhanced content appended to the first trigger and wherein the second trigger is configured to provide a choice between enhanced

content and supplemental enhanced content for display on the interactive television system.

FOR OFFICIAL USE ONLY